

09769093, 01.04.01

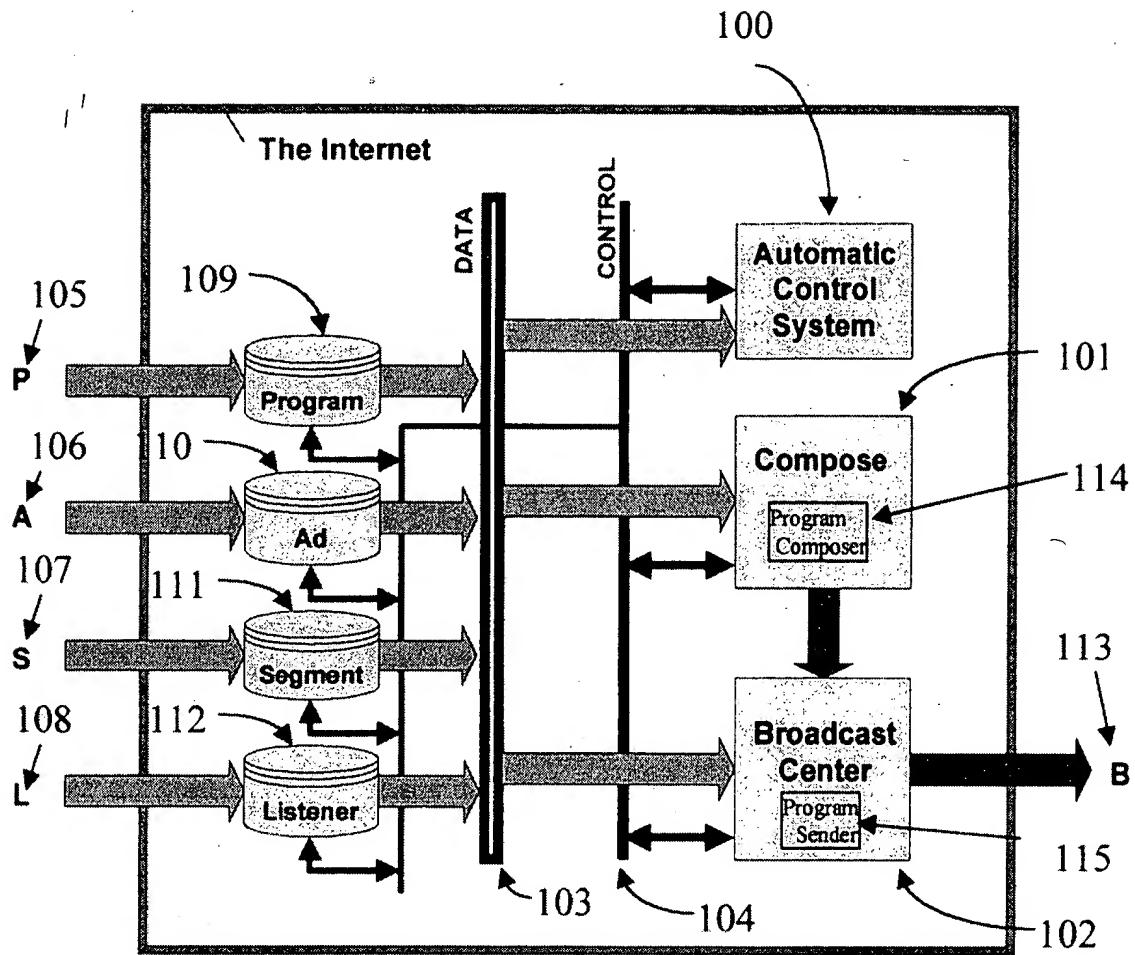


Figure 1

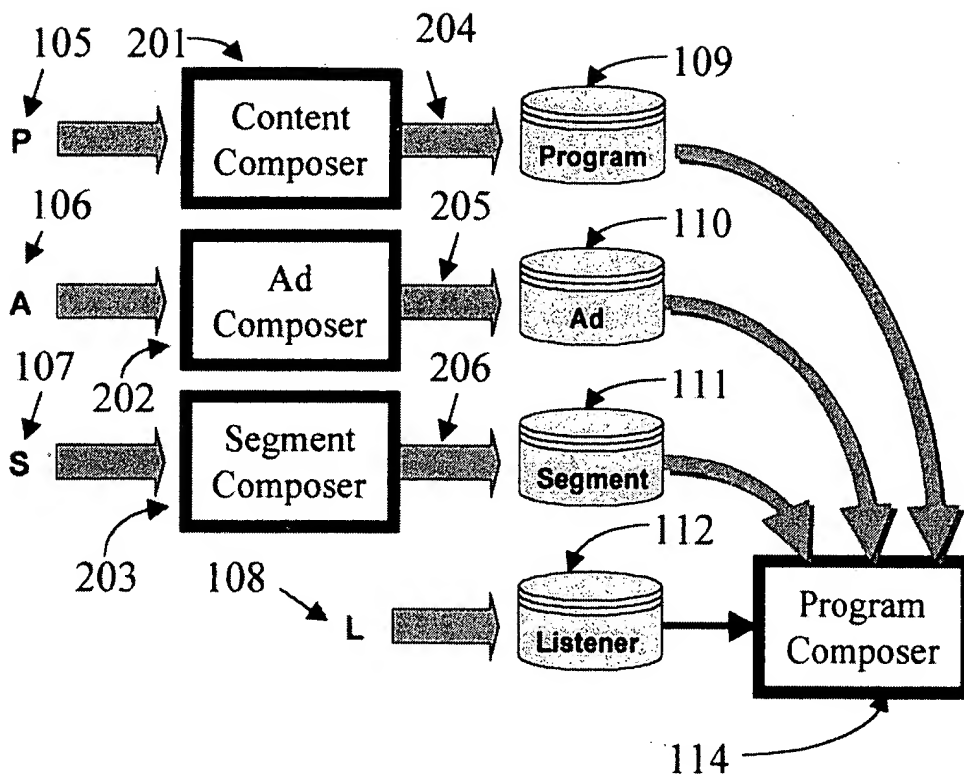


Figure 2

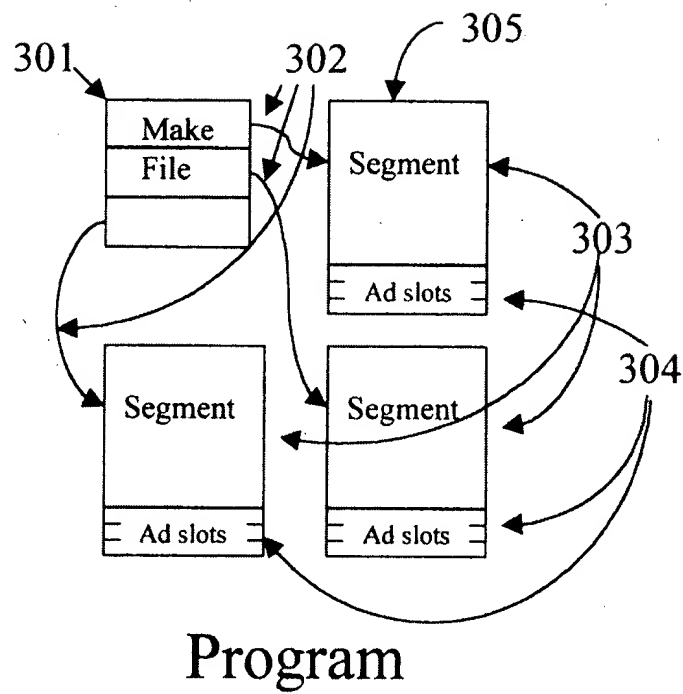


Figure 3

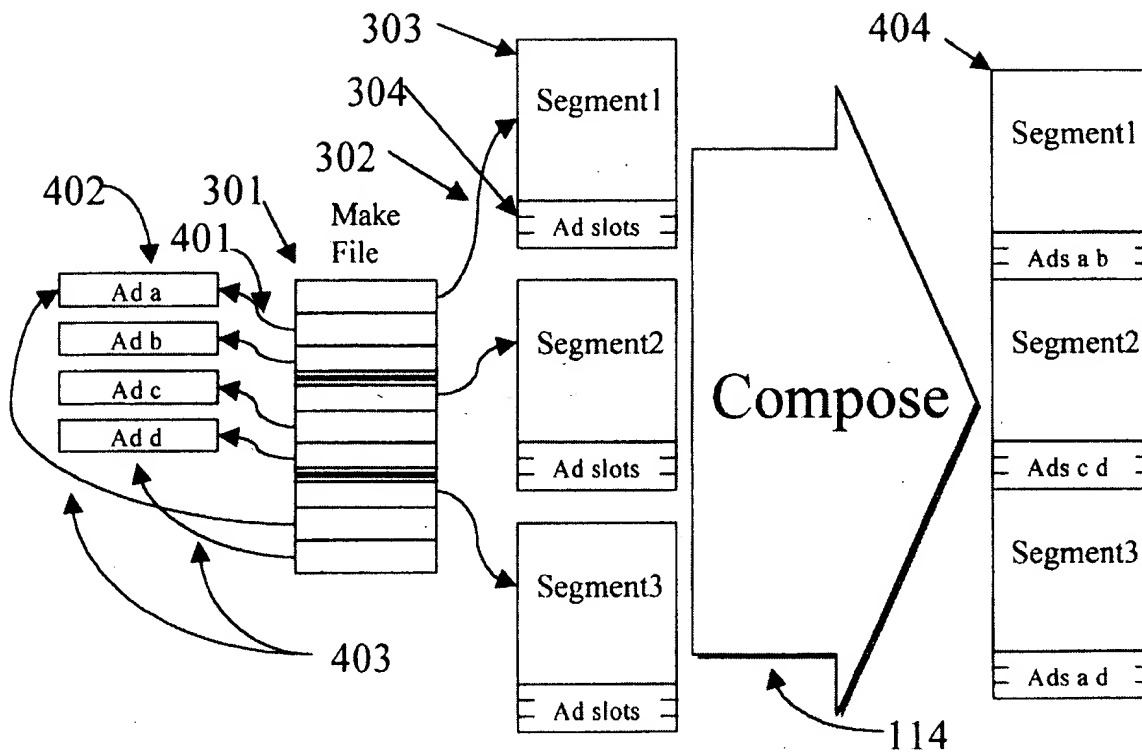


Figure 4

500

Program xxx
 A weekly talk show on Sports [Link to example segment](#) 504
 Number of shows: 16 Duration of availability: 3 weeks
 Past Shows: Date 4-Dec 11-Dec 18-Dec 25-Dec 1-Jan 8-Jan 15-Jan 22-Jan
 # subscribers 5434 5540 5847 655 938 5951 5732 5340

Slots		Time Code: A=Auction, P=Purchase, S=sold		Prices: \$/K subscribers							
Seg	order	sec.		22-Jan	29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	5-Mar	12-Mar
1	1	30	\$0.10 S	\$0.15 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S	\$0.10 S
	2	30	\$0.07 A	\$0.15 S	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
	3	30	\$0.07 A	\$0.15 S	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
2	1	30	\$0.11 A	\$0.15 S	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A	\$0.11 A
	2	30	\$0.07 A	\$0.10 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
	3	30	\$0.07 A	\$0.10 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A	\$0.07 A
3	1	30	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P
	2	30	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P	\$0.12 P

Seg	order	Time	From	To	Bid	Terms	Ad name

Terms may be royalty per K downloads, flat fee, or download limit (royalty/flat/lim:#) 506

Figure 5